

TOM TAULLI (SEPT. 2, 2009) "The Basics of Starting a Business", The New York Times
<https://www.nytimes.com/2009/09/03/business/smallbusiness/03sbizguide.html>

The Basics of Starting a Business

Having been authored by Tom Tauli on the 2nd day of September 2009, the article "The Basics of Starting a Business" recognizes the fact that most efforts directed towards starting businesses eventually **proof** to be futile. The article **commences** by affirming that there is hope for turning the high prevalence of failures associated with starting businesses to success. Tauli acknowledges the fact that businesses have no common features and therefore they have problems and opportunities that differ according to each kind. Even though he has this element in mind, he still goes ahead to state that there **basic** steps that could be implemented universally to ensure that **starting businesses turns** out to be successful. These steps include: writing a business plan, providing the concept, raising capital, and choosing a legal structure. This essay is **designed to** critique Tauli's proposition on the Basics of Starting a Business.

A careful perusal of Tauli's introductory remarks **on** the article clearly indicates that it is an uphill task to have specific rules that make it easy to successfully start a business. This is enshrined in the acknowledgement **of the fact** that different businesses are characterized by different natures including locations, purposes for being set up, brands, the consumer population and their main objective. **This realization makes the audience that the author of this article addresses to know** that at the first instance, there is no way someone could possibly come up with factors that can basically ensure success in the event businesses are set up due to the existing dynamism in the business world. One is therefore left with awareness that such basics could only be applicable where **they are developed and tailored** towards addressing issues of a specific business venture.

Commented [SIFM1]: Do you need these two words?

Commented [SIFM2]: I understand your meaning here, but the word choice is odd in that this word is so very formal and often associated with ceremonies and events. Consider a synonym.

Commented [SIFM3]: The subject-verb agreement here depends on what you mean by "starting businesses." If you mean "the process of starting a business," then spell it out this way. If you mean for business to be plural, then the subject-verb agreement should be 3rd person plural. In either case, I recommend adding an adverb of frequency to hedge your meaning.

Commented [SIFM4]: If a list is the object of the verb, no punctuation is needed. If you have an independent clause before a list, then you need a colon, not a semi-colon.

Commented [SIFM5]: Since this is a critique, it wouldn't be designed to be anything else. I recommend replacing these two words with an article.

Commented [SIFM6]: For the sake of being concise, do you need these words?

Commented [SIFM7]: I had to read this three times to figure out how the ideas are connected. What throwing me off, I think, is the adjective clause "that the author of this article addresses." Do you need this adjective clause for the reader to be able to understand which audience the author is addressing? Or is the audience implied well enough that this extra information is unnecessary?

Commented [SIFM8]: Again for the sake of being concise, do you need both of these verbs? If you only kept one, which do you think is the stronger, more specific verb?

As regards the development of a business plan, Tauli says that “it doesn’t have to be formal or long- just a few pages is fine.” Sincerely such a statement is misleading. Knowing that a business plan is critical in starting businesses and the author having seemed to agree with this fact, it is irresponsible of him to tell his audience, who probably have no knowledge regarding starting businesses that the plan does not necessarily have to be long. This is because, a business plan has to be detailed and its length would entirely depend on its nature of operation. As much as there is an agreement that some of the business plans could turn out being short. A conclusion should not be made that all plans need not be long.

Commented [SIFM9]: “In regards to”

Commented [SIFM10]: This is...an odd word choice. The reader has no reason to believe you aren’t being sincere in your criticism. I’m guessing you have this word here as a transitional element; I recommend choosing a different one.

Commented [SIFM11]: I can understand the meaning in this sentence, but you have so many moving parts in this one sentence that it requires concentration. Be kind to your reader & divide this into two sentences.

Commented [SIFM12]: In this case, I would argue that this hedge weakens the strength of your criticism. I recommend deleting it.

The step of proving the concept is well put. However, there is a disagreement with the advice that the intended business proprietor should not find out viability of their intended venture from their close friends. It is wrong for the author to work with an assumption that all friends are liars and have no will to see to it that their counterpart’s businesses proper. On the contrary, one could be having a friend who is experienced in the field and willing to mentor the friend to heights beyond their achievements in the business. Following this basic strictly as put by Tauli may make an entrepreneur with such a friend to miss a mark while establishing a business. In this regard, the audience should only be advised to assess the friends that they have and choose the right ones to consult. Moreover, it is ironic that the article advises its audience to turn to friends at the capital raising stage when at the stage of proving the concept the friends should be put off. Well, this provision could positively work in ensuring success for starting businesses but only if the person starting the business can ascertain existence of friends who would not be offended to only be invited at the capital raising stage.

Commented [SIFM13]: Since you’re transitioning to a new idea, be a bit more specific in this opening sentence about “the concept.” Proving what concept?

Commented [SIFM14]: This seems harshly stated; the word “liars” is very charged. Does Tauli really say that all close friends lie? If so, then keep it this way. If Tauli’s advice is softened, though, e.g., “close friends aren’t as invested in a starting business as the proprietor,” then your reflection of what he says should be softened, too.

In general, the article is largely vague in that it addresses the issue of starting businesses in a general sense. As much as the author has an important idea, it is essential that he asks the

Commented [SIFM15]: Since you’re transition is “in general,” do you need this hedge?

Commented [SIFM16]: In general (no pun intended), try to avoid the repetition of the same modifier in the same sentence. In this case, I recommend changing the transition to something else, like “Overall” or “Throughout”

audience to open up their minds for other rules when planning to start a business since the dynamism in the nature of the business call for application of dynamic strategies. The article should also urge the audience to **accord** entering into a business venture with the seriousness that it deserves since mediocrity would most probably end up in failure.

Commented [SIFM17]: Add one more generally reflects on the article (but not another recommendation) to make the critique "feel" finished.